MARLBORO UNLIMITED REFER-A-FRIEND

Pass this card along to a friend who smokes. Have them fill it out so they can qualify for future offers from Marlboro. Offers limited to smokers 21 years of age or older.

Mr. ☐ Mrs. ☐ Ms. ☐ _____ ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone ( ) _____

By signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and occasional incentive items in the mail. I consent to appropriate state and federal law.

X _____
(Signature Required)

Your Birth Date ☐☐ ☐☐ 19☐☐ Today's Date ___/___/___
Required: Month Day Year — Month Day Year

Limited to smokers 21 years of age or older. No purchase necessary.

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1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

_____
(Brand Name)

2. What, if any, was your previous brand?
Previous brand _____ ☐ None

3. Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's

4. Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol

5. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

6. Is your regular brand...? (Check one.) ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor

7. How long have you smoked this brand...? (Check one.) ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Doral	☐ Monarch	☐ Virginia Slims
☐ Basic	☐ GPC	☐ Montclair	☐ Winston
☐ Benson & Hedges	☐ Kool	☐ Newport	☐ Store Brand/Generic
☐ Best Value	☐ Marlboro	☐ Parliament	☐ None
☐ Cambridge	☐ Merit	☐ Salem	☐ Other
☐ Camel	☐ Misty	☐ Vantage	Brand Name _____

MARLBORO UNLIMITED

50 BONUS MILES

GOOD THROUGH 10/31/91

MARLBORO UNLIMITED

$3.00 OFF A CARTON OF MARLBORO

Source: https://www.industrydocuments.ucsf.edu/docs/pjnp0003

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